Internal Revenue Service Director, Exempt Organizations Rulings and Agreements P.O. Box 2508 - Room 7008 Cincinnati, OH 45201

Date: JAN 2 7 2004



Person to C ntact – I.D. Number:

Contact Telephone Numbers:

Phone
FAX

Dear Sir or Madam:

We have considered your application for recognition of exemption from Federal income tax under the provisions of section 501(c)(6) of the Internal Revenue Code of 1986 and its applicable Income Tax Regulations. Based on the available information, we have determined that you do not qualify for the reasons set forth on Enclosure I.

Consideration was given to whether you qualify for exemption under other subsections of section 501(c) of the Code. However, we have concluded that you do not qualify under another subsection.

As your organization has not established exemption from Federal income tax, it will be necessary for you to file an annual income tax return on Form 1041 if you are a Trust, or Form 1120 if you are a corporation or an unincorporated association.

If you art in agreement with our proposed denial, please sign and return one copy of the enclosed Form 6018, Consent to Proposed Adverse Action.

If we do not hear from you within the time specified, this will become our final determination.

Sincerely,

Director, Exampt Organizations Rulings and Agreements

Enclosures: Enclosure I Fublication 892 Form 6018

### Enclosure I

#### issue:

Does an organization that uses a quality inspection program that certifies its member's establishments and then promotes the member's establishments through various advertising media qualify for exemption under section 501(c)(6) of the Code? Is the promotion of the member's establishments the performance of particular services for individual persons?

### Facts:

You were incorporated on under the laws of the State of Certificate of Incorporation states the corporation is organized for the following purpose: "To offer collective strength to its members through a network of information, resources and support."

Article III of the organization's Bylaws acscribes the organization's membership requirements. The organization's membership is divided into four (4) classes.

Full membership: Any bed and breakfast establishment shall become a full member upon approval of application, full payment of annual dues and iees and passing the qualify inspection review by our independent inspector. Each full member inn shall have one vote at general meetings and for general elections, to be cast by the owner/operator of the establishment. To be eligible for full membership an establishment must meet the following criteria:

- a. Operate within the State of in a recidential style building.
- b. Owner/innkeeper(s) are in residence or readily accessible.
- c. Require no smoking in guest bedrooms.
- d. Operate as a professional business providing short-term overnight lodging, with breakfast and refreshments included in the room rate.
- e. Must be licensed and/or locally zoned/permitted.
- f. Display appropriate signage designating the business location.
- g. Operate as a business unit that has a sales tax number.
- h. Carry current guest liability insurance for the business and provide proof of same to the Association.

- Serve a quality and well-presented continental or full breakfast, which is the only, regularly served meal.
- j. Have 3 to 20 guest rooms although there may be a small number of inns that exceed 20 rooms. Qualified applicants that exceed 20 rooms may apply and be considered for membership on an individual basis.
- k. Maintain the atmosphere of hospitality and attention to guests that defines the special treatment of a guest at a Bed & Breakfast.
- Meet the standards set by the Association in the handbook and pass the initial quality inspection by our independent inspector and a re-inspection every two years.

Affiliate membership: Any business or organization that is associated with the bed and breakfast industry (except lodging establishments) shall become an affiliate member upon approval of application and full payment of annual dues. Affiliate members are eligible to attend the biannual meetings but will not have voting privileges nor may they serve on the Board of Trustees but they may serve in an advisory position.

Aspiring Innkeeper Membership: Any individual who may be interested in pursuing a career in inn keeping or furthering their interest in inn keeping shall become an aspiring member upon full payment of annual dues. This includes any bed and breakfast establishment under construction and not yet up and running. Aspiring innkeeper members are eligible to attend the biannual meetings but will not have voting privileges nor may serve on the Board of Trustees. Should an aspiring innkeeper open an inn, that member must immediately apply for inspection and full membership status and pay appropriate dues.

Honorary membership: Honorary memberships shall be approved by the Board of Directors as special recognition to former member innkeepers and affiliates and share the same privileges and restrictions as affiliate memberships. Honorary members have no voting privileges and are exempt from dues.

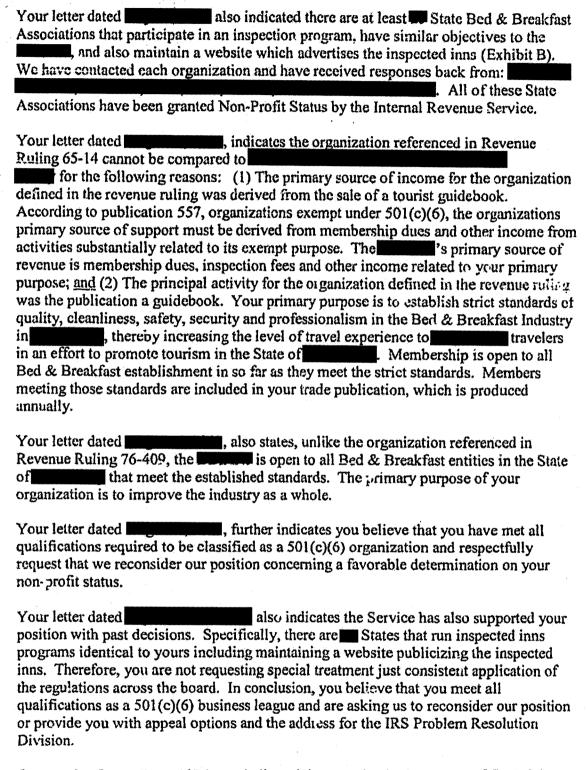
Per your Form 1024 application, page 2, Part II - Activities/Operational Information, you indicated, the purpose of this Association is to promote and market high quality, inspected and approved Bed and Breakfast establishments in Association objectives include the following:

- a. To encourage high standards of quality, cleanliness, safety, security and professionalism among our members for the good of all guest and all members.
- b. To educate members about legislative, health, marketing, financial and other issues which affect innkeepers.

To provide cooperative marketing and promotion through a website, banner program, brochure inclusion program, advertising and distribution of a member directory. To participate in other functions, which advance the interests of the Association. d. Your letter dated separate, indicates the was formed for the primary purpose of raising the level of experience for travelers in section. Specifically, the association objectives are to establish strict standards of quality, cleanliness, safety, security and professionalism among your members so that travelers to such Inns will receive improved service and be provided a top quality travel experience. Membership in the association is open to all Bed & Breakfast establishments that meet those standards. In order to prove that a member qualifies for admission, each member must submit to a quality inspection upon entrance into the organization and biannually thereafter. The inspection process is critical to the because the parameters of the inspection insure high level of standards in order to provide the guest with excellent service. The criteria required to pass the inspection is defined in the attached inspection checklist (Exhibit A). Also, as part of our service, we work with B & B's that do not meet our standards to enable them to be better Innkeepers which in turn enhances the traveler's stay. Your letter dated also states in addition to establishing quality standards, your organization acts as consultants to the State of in understanding the Bed & Breakfast Industry. For instance, you collaborate with the State with respect to revising the fire & safety codes applicable to Bed & Breakfast. You not only act as consultants, but are responsible for educating your membership concerning legal, health, safety and issues related to State and Federal regulations to your membership. Twice a year you hold membership meetings to present pertinent related information to your membership. At the General Meeting held in presented your membership with the revised retail food guidelines and how they will impact the In addition, an update on Tourism. Your letter dated turner indicates as far as your brochure and website, they were not meant to give our members unfair advantage over non-members. They are used to inform travelers to to those Inns that meet the stringent standards established by the organization, therefore raising the level of their travel experience. To reiterate, the brochure and website are available to any Bed & Breakfast in that meets the criteria for entrance into the Association. Your letter dated indicates membership fees are used solely to achieve the primary objectives of the organization. The Board of Directors is a volunteer

membership that dedicates their time for the good of the organization. There has never

been an instance of personal gain to any member of the organization.



On page 2, of your Form 1024, you indicated the organization's sources of financial support (in order of size) include membership dues, website advertising, gift certificate commissions, and brochure inclusion program.

Based on the financial information you provided on page 5, of your Form 1024, the organization's income for years was derived from membership dues, website maintenance are, website banner/advertising, brochure inclusion program, open house tours, cookbook sales, brochure cover lottery, general meeting fees, expired gift certificates, and commission on gift certificates.

Based on the financial information you provided on page 5, of your Form 1024, the organization's expenditures for years included: maketing/website development, meeting expenses, directory cost (2yr brochure), cookbook cost, handbook cost, other salaries and wages, occupancy, and administrative costs.

## Law:

Section 501(c)(6) of the Code provides for the exemption from Federal income tax of business leagues not organized for profit, no part of the net earnings of which inures to the benefit of any shareholder or individual.

Section 1.501(c)(6)-1 of the Income Tax Regulations describes a business league as an association of persons having some common business interest, the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for profit. It is an organization of the same general class as a chamiler of commerce or board of trade. Thus, its activities should be directed to the improvement of business conditions of one or more lines of business as distinguished from the performance of particular services for individual persons.

Rev. Rul. 55-444, 1955-2 CB 258, detailed an organization formed to promote the business of a particular industry and which carried out its purposes primarily by conducting a general advertising campaign to encourage the use of products and services of the industry as a whole. It was entitled to exemption from Federal income tax as a business league under section 501(c)(6) of the Internal Revenue Code. The key finding in the Revenue Ruling was that the purpose of the organization was to promote the industry as a whole, and not to serve individual members. Most of the benefits to members of the organization were indirect and accrued alike to members and other persons in the industry.

Revenue Ruling 64-315, 1964-2 CB 147, detailed an association of merchants whose businesses constituted a shopping center that engaged exclusively in advertising in various newspapers and on television and radio in order to attract customers to the shopping center. The advertising contained the names of members and their merchandise. The organization was not entitled to exemption from Federal income tax as an organization described in section 501(c)(6) of the Internal Revenue Code of 1954.

Revenue Ruling 65-14, 1965-1 CB 236, held that an organization formed to promote the tourist industry in its area and whose principal activity was the publication of a yearbook

consisting largely of paid advertisements for its members was not entitled to exemption from Federal income tax under section 501(c)(6) of the Internal Revenue Code of 1954.

Revenue Ruling 67-77 1, 1967-1 CB 138, detailed an organization composed of dealers in a certain make of automobile in a designated area that was organized and operated for the primary purpose of financing general advertising campaigns to promote, with funds contributed by dealer members, the sale of a particular make of automobile. The organization was found to be performing particular services for its members and was not entitled to exemption from Federal income tax as a business league under section 501(c)(6) of the Internal Revenue Code of 1954.

Revenue Ruling 70-80, 1970-1 CB 130, held a nonprofit trade association of manufacturers whose principal activity was the promotion of its members' products under the association's registered trademerk did not qualify for exemption under section 501(c)(6) of the Code.

Revenue Ruling 70-187, 1970-1 CB 13, held that a nonprofit organization formed by manufacturers of a particular product to conduct a program of testing and certification of the product to establish acceptable standards within the industry as a whole qualified for exemption under section 501(c)(6) of the Code. The organization was formed by manufacturers of the particular product to establish acceptable standards for and a fair advertising description of the product. The organization furnished interested manufacturers specifications setting forth minimum quality and performance standards and conducted a program of testing and certification based on these standards. It permitted manufacturers to display its "seal of acceptance" on all product models that had been certified as meeting its standards. The organization offered its program to all interested manufacturers without requiring anyone to become a member. Approximately 90% of the manufacturers in the industry participated in the program and the organization fixed its charges sufficient only to defray the cost of the program.

Revenue Ruling 76-409. 1976-2 CB 154, details a nonprofit organization of individuals in the business of furnishing finance adjusting services, which assigned exclusive franchise areas to its members and published and distributed to their potential customers a directory containing members' names and addresses, was performing particular services for its members and did not qualify for exemption under section 501(c)(6) of the Code.

Evanston-North Shore Board of Realtors v. The United States held that a real estate board operating a multiple listing service as their principal activity did not qualify for tax exemption because the listing service benefited member brokers by bringing buyers and sellers together to facilitate sales of property. The operation of the listing service was not an incidental activity of the board, since 61% of its gross income was derived from such service and net profits from such service were 27% to 40% of the board's other gross income.

Builders' Exchange of Texas, Inc. v. Commissioner held that a corporation dealing with people in the construction industry was not an exempt organization as a business league.

Failure to qualify as such resulted from the organization's carrying on its activities primarily for benefit of its members only, as opposed to that of the public or the construction industry as a whole.

In <u>Automotive Electric Association v. Commissioner</u> business league exemption was denied an association that published catalogues that listed only products manufactured by its membership.

# Application of Law:

Section 1.501(c)(6)-1 of the Income Tax Regulations defines a business league as an association of persons having some common business interest, the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for profit. It is an organization of the same general class as a chamber of commerce or board of trade. Its activities should be directed to the improvement of business conditions of one or more lines of business as distinguished from the performance of particular services for individual persons.

Unlike the types of organizations described in the Section 1.501(c)(6) of the Income Tax Regulations, your organization's activities are not directed towards the improvement of business conditions of one or more lines of business but your activities are primarily geared towards the performance of particular services for your members. Therefore, your organization does not meet the requirements for tax exemption under Section 1.501(c)(6) of the Income Tax Regulations.

Unlike the organization in Revenue Ruling 55-444 your organization grants all of its benefits to members of your organization and does not benefit other persons in the industry.

Your organization is similar to the organization described in Revenue Ruling 70-80, because your organization is a nonprofit association in the Bed & Breakfast industry that establishes strict standards of quality, cleanliness, safety, security and professionalism for your member's establishments. Your association's principal activity is the promotion of its member's Bed & Breakfast establishments through various advertising media (i.e., website, directory, brochures, etc.)

Membership in your association is open to all Bed & Breakfast establishments that meet those standards. In order to prove that a member qualifies for admission, each member must submit to a quality inspection upon entracte into the organization and biannually, thereafter. Only members receive the association's seal of approval, even though, nonmember's establishments meet the association's strict standards of quality.

The inspection program (seal of approval) is promoted by your organization in a way that is intended to give your members a competitive advantage over others in the same industry by extolling the superior quality of your member's establishments. Like the

organization described in Revenue Ruling 70-80, you do not qualify for tax exemption under section 501(c)(6) of the Code because your inspection program (seal of approval) is not directed towards the improvement of business conditions of the industry as a whole but is the performance of particular services for members.

Your organization is similar to the organization described in Revenue Ruling 76-409, because your organization's principal activity is the publication and distribution of an annual directory consisting almost entirely of members' names, addresses, and telephone numbers. Like the organization described in the revenue ruling, you do not qualify for tax exemption under section 501(c)(6) of the Code because the publication and distribution of a directory containing the names and addresses of your members constitutes advertising for the members listed, and is, therefore, the performance of particular services for such members rather than an activity aimed at the improvement of general business conditions of the industry as a whole.

Your organization is similar to the organization described in Revenue Ruling 65-14, because your primary activity is the publication of a website and directory consisting of advertisements for your members and is thus considered the performance of particular services for such individuals, rather than an activity aimed at the improvement of general business conditions. Like the organization described in the revenue ruling, you do not qualify for tax exemption under section 501(c)(6) of the Code because the publication of a website and directory containing listings of the names of individual members constitutes advertising for the members and is thus considered the performance of particular services for such members, rather than the improvement of business conditions of the industry as a whole.

Your organization is similar to the organization described in Revenue Ruling 64-315, because your primary activity appears to be the marketing and promotion of member's businesses. Like the organization described in the revenue ruling, you do not qualify for tax exemption under section 501(c)(6) of the Code because marketing and promoting your member's Bed & Breakfast establishment constitutes the performance of particular services for members rather than an activity directed to the improvement of business conditions of the industry as a whole.

Your organization is similar to the organization described in Revenue Ruling 67-77, because your organization is performing services for its members by advertising your member's Bed & Breakfast establishments. Like the organization described in the revenue ruling, you do not qualify for tax exemption under section 501(c)(6) of the Code because instead of engaging in activities for the improvement of business conditions in the Bed & Breakfast industry as a whole, you are performing particular services for your members by advertising their Bed & Breakfast establishments.

Your organization is different from the organization described in Revenue Ruling 70-187, because in order for an organization to receive your "seal of approval" after passing your inspection program the organization must become a member of your organization. Unlike the organization described in the revenue ruling, you do not qualify for tax

exemption under section 501(c)(6) of the Code because your activities are not directed toward the improvement of business conditions in the industry as a whole but rather the performance of particular services for members.

Your organization is similar to the organization described in Evanston-North Shore Board of Realtors v. The United States, because your organization is operating a website advertising listing and a brochure directory listing which lists the names, addresses, telephone number, email address, website, number of rooms, prices, etc., of your member's businesses. Like the organization described in the court case, you do not qualify under section 501(c)(6) of the Code because the operation of a website advertising listing and brochure directory listing cannot be regarded as directed to the improvement of business conditions in the Bed & Breakfast industry as a whole, but rather constitutes the performance of particular services for members listed on the website and in the directory.

Your organization is similar to the organization described in <u>Builders' Exchange of Texas</u>, <u>Inc. v. Commissioner</u>, because your organization carries on activities primarily for the benefit of your members only, as opposed to that of the Bed & Breakfast industry as a whole. Like the organization described in the court case, you do not qualify under section 501(c)(6) of the Code because based on the information submitted in your application, it seems clear that the various services offered by your organization (website banner/advertising and brochure inclusion program) are for the primary benefit of your members and not directed toward the improvement of business conditions in the Bed & Breakfast industry as a whole.

Like the organization in <u>Automotive Electric Association v. Commissioner</u> you publish only information related to your membership.

## Applicant's Position:

Your letter dated	outlines the posi	ition of your organiza	tion with regard to
qualification for tax exemp	otion under section 50	)!(c)(6) of the Code.	You indicated the
was formed for the	ne primary purpose of	raising the level of e	experience for
travelers in S	pecifically, the assoc	iation objectives are t	o establish strict
standards of quality, clean	liness, safety, security	and professionalism	among our
members so that travelers	to such Inns will rece	ive improved service	and to be provided a
top quality travel experien	ce. Membership in th	e association is open	to all Bed &
Breakfast establishments t	hat meet those standa	rds.	
You letter dated	indicates to furt	ner support our reque	st to be considered a
501(c)(6) entity, there are	at least State Bed	& Breakfast Associat	ions that participate
in an inspection program.	have similar objective	es to the and and	d also maintain a
website which advertises t	he inspected inns. W	e have contacted each	n organization and
have received responses by	ack from:		

	All of these State Associations have been granted Non-Profit Status be Internal Revenue Service.		
	our letter dated outlines, outlines the position of your organization with regard qualification for tax exemption under section 501(c)(6) of the Code. You indicated sed on IRS Guidelines, the requirements to meet the definition of a Business League as follows:		
	No part of the net earnings will inure to the benefit of any private stockholder or individual and that it is not organized for profit or organized to engage in an activity ordinarily carried on for profit.		
	It must be primarily supported by membership dues and other income from activities substantially related to its exempt purpose.		
	The general purpose must be to improve business conditions of one or more lines of business (a line of business can be either an entire industry or all components of an entire industry).		
	Have a common business interest (operation of a trade publication primarily to benefit an entir dustry is acceptable documentation of common business interest).		
You believe that you have met all of the qualifications required to be classified as a 501(c)(6) organization and respectfully requested that the service reconsider our position concerning a favorable determination on your non-profit status or include appeal information in our next correspondence.			
1	further outlines the position of your organization the regard to your qualification for tax exemption under section 501(c)(6) of the Code. States that run Inspected Inns programs identical to yours that intain a website publicizing their inspected inus. Therefore, you indicated you were requesting special treatment but just consistent application of the regulations across board.		
1	vice Response to Applicant's Position:		
	ar organization meets the requirements of section 501(c)(6) of the Code because the is open to all Bed & Breakfast entities in the State of and the mary purpose of your organization is to improve the industry as a whole. You also ert, to further support your request to be considered a 501(c)(6) entity, there are at st non-profit state Bed & Breakfast Associations that participate in an inspection gram, have similar objectives to the state of an also maintain a website which vertises the inspected inns.		

Based on the information submitted, it is our position that your organization's activities are not directed towards the improvement of the general business conditions of the Bed & Breakfast industry as a whole in the State of but is the performance of particular services for your members and as a result, tax exemption under section 501(c)(6) is precluded

You do not meet the requirement of a business league as described under section 501(c)(6) of the Code for the following reasons:

- Your association's principal activity is the promotion of the its member's Bed & Breakfast establishments through various advertising media such as your website, directory, etc. (References: Reg.1.501(c)(6)-1; Revenue Rulings 70-80, 76-409, 65-14, 64-315; Evanston-North Shore Board of Realtors v. The United States)
- Only members receive the association's seal of approval even though nonmember's establishments may meet the association's strict standards of quality. Although membership in your association is open to all Bed & Breakfest establishments that meet your standards, each member must qualify for admission and pay annual dues to receive your approval. (References: Reg. 1.501(c)(6)-1; Revenu Ruling 67-77, 70-187; Evanston-North Shore Board of Realtors v. The United States; Builders' Exchange of Texas, Inc. v. Commissioner)
- 3. The inspection program (seal of approval) is promoted by your organization in a way that is intended to give your members a competitive advantage over others in the same industry by extolling the superior quality of your member's establishments. (References: Reg.1.501(c)(6)-1; Revenue Rulings 67-77, 70-187)

In our letter dated we we asked your organization if it would alter its activities by doing the following:

- 1. Promote all Bed & Breakfast establishments that pass your inspection test regardless of whether the organization is a member.
- 2. Eliminate the features of your website and brochure that advertises your member's establishments.

These steps would clearly show that your organization's goal was to benefit the industry as a whole and not perform particular services for your membership. You declined to alter your activities.

You have asserted that the primary purpose of your organization is raising the level of experience for travelers in the level. However, the primary purpose of an organization is determined by its' primary activity (amount of time & money spent). Based on the information submitted in your application, substantially all of your organization's time and money is primarily spent on marketing and promoting your members through a

website banner/advertising program, and a brochure inclusion/directory program, thereby constituting your primary activity.

## Conclusion:

Based on the facts presented above, we hold that your organization does not meet the requirements for tax exemption under section 501(c)(6) of the Code.

Based on the facts that you have provided in your application for recognition of exemption, we are not able to conclude that your activities are directed to the improvement of business conditions of the Bed & Breakfast industry as a whole as distinguished from the performance of particular services for individual persons. Even though your organization establishes strict standards of quality, cleanliness, safety, security and professionalism among your members so that travelers to such Inns vill receive improved service and be provided a top quality travel experience, you cannot qualify for exemption because your primary activity is the performance of particular services for members of your organization.

Accordingly, you do not qualify for exemption under section 501(c)(6) of the Code because you do not meet the proscriptions in Sections 1.501(c)(6)-1 of the Income Tax Regulations.